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## PR/PUBLICITY FOR THE PROFESSIONAL

*By Jim MacMahon*

*Jim MacMahon has been providing local and national advertising, marketing and public relations services since 1970 when he founded MacMahon Advertising Incorporated, in Orlando, Florida. Winner of Orlando's Advertising Man of the Year, Silver Medal Award, MacMahon is currently President of McKenzie, MacMahon and Stone, Inc. advertising agency. He is a lecturer and past life therapist, consultant to The Monroe Institute and a member of the Board of Advisors.*

Advertising, Jim told us, is so intertwined with our culture that without it, our economy would fail. Simply, "advertising" is buying space to get attention. In turn, "marketing" is an umbrella term that applies to ALL processes of getting a product to the market. One aspect of marketing is public relations. PR involves stimulating the interest of others in a product so they will present it for you. One example is to take an ordinary event (such as an executive's promotion or the opening of a new building) and make it exciting in order to get press coverage.

Jim suggested that PR efforts begin by defining one's image (including office decorations and stationery) and objectives (such as obtaining greater exposure or handling a crisis). Special events, such as an advertising campaign or an open house, can also be used. In addition, if something has news value, trade journals may be used to bring greater awareness of yourself or your company. Jim said newsletters are effective, but a good mailing list is needed to make them work. To build a list, start with personal contacts or buy lists from sources with similar interests.

For GO Trainers and others promoting Hemi-Sync® tapes, Jim advised promoting awareness, concentration, and other practical results of using the tapes, rather than promoting "Hemi-Sync" itself. Also, be sure to have sufficient back-up information for any claims.

Furthermore, he suggested giving interviews, presenting demonstrations on TV, appointing spokespeople who wish to make testimonials, and contacting the religion editor of a local newspaper to generate publicity.

To highlight this, Jim told how he promoted a dentist with a doctorate in hypnosis who also facilitates past-life regressions. Jim arranged for him to give a demonstration on the local noon news. As a result, there was a successful turnout for his evening lecture/demonstration. Since his earlier TV demonstration was so dramatic, the news covered his lecture as well, creating public interest for his return.

Jim also presented tips for facing a publicity crisis. First, have an established plan ready to implement. Second, acknowledge the incident without commenting immediately on the issue. Third, choose a spokesperson to present the facts. Fourth, get organized and deal directly with the problem.

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